

Rep Order# 9812553 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 54454

Printed: 09/07/2012 12:03 PM
Last Received: 09/07/2012 11:32 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 62
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //62
Flight Dates 09/07/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-SPOTS ADDED PER BUYER. PLS CNF

W 29,100
+ 10,000

39,100 new total

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*31	M	7P-10P	BENGALS	:30	\$5,000.00	09/10-09/10	2	1	2	\$10,000.00	
				Sales Remark: V3 ADD								
				V3 Added								

---REPORT TOTALS---

Report Totals: 2 / \$10,000.00

---SALES MONTHLY TOTALS---

Sep 12: 68 / \$39,100.00
Sales Totals: 68 / \$39,100.00
Station Totals: 68 / \$39,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$205,789	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	35%
		WKRC	19%	WLWT	29%	WSTR	0%	WXIX	17%		

Books null
Demos RA35+

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Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 54454												
Line: 1												
09/07/12	Friday	05:26 AM	:30	\$250.00	2012MR	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
09/07/12	Friday	05:28 AM	:30	\$250.00	2012MR	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 62		P-3	4	MWASH-
09/10/12	Monday	04:41 AM	:30	\$250.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-
09/10/12	Monday	05:08 AM	:30	\$250.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 62		P-3	3	MWASH-
											4	
Line: 2												
09/07/12	Friday	05:25 AM	:30	\$250.00	2012MR	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
09/07/12	Friday	05:55 AM	:30	\$250.00	2012MR	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 62		P-3	3	MWASH-
09/10/12	Monday	04:21 AM	:30	\$250.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 62		P-3	4	MWASH-
09/10/12	Monday	05:55 AM	:30	\$250.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-
											4	
Line: 3												
09/07/12	Friday	07:36:07 AM	:30	\$125.00	2012MR	CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
09/07/12	Friday	07:49:21 AM	:30	\$125.00	2012MR	CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 62		P-3	4	MWASH-
09/10/12	Monday	07:36:07 AM	:30	\$125.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-
09/10/12	Monday	07:58:56 AM	:30	\$125.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 62		P-3	3	MWASH-
											4	
Line: 4												
09/07/12	Friday	08:23:30 AM	:30	\$125.00	2012MR	CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 62		P-3	3	MWASH-
09/07/12	Friday	08:53:00 AM	:30	\$125.00	2012MR	CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
09/10/12	Monday	08:23:15 AM	:30	\$125.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-
09/10/12	Monday	08:54:00 AM	:30	\$125.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 62		P-3	4	MWASH-
											4	
Line: 5												
09/07/12	Friday	11:58:26 AM	:30	\$250.00	2012MR	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
09/07/12	Friday	11:28:46 AM	:30	\$250.00	2012MR	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 62		P-3	3	MWASH-
09/10/12	Monday	11:29:26 AM	:30	\$250.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-
09/10/12	Monday	11:58:56 AM	:30	\$250.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 62		P-3	4	MWASH-
											4	
Line: 6												
09/07/12	Friday	12:03:31 PM	:30	\$250.00	2012MR	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 62		P-3	4	MWASH-
09/07/12	Friday	12:22:54 PM	:30	\$250.00	2012MR	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
09/10/12	Monday	12:03:01 PM	:30	\$250.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-
09/10/12	Monday	12:21:19 PM	:30	\$250.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 62		P-3	3	MWASH-
											4	
Line: 7												
09/07/12	Friday		:30	\$350.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	ROMNEY 4 PRESIDENT 62		P-3	4	MWASH-
09/10/12	Monday	05:12:00 PM	:30	\$350.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
09/10/12	Monday	05:03:48 PM	:30	\$350.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 54454												
Line: 7												
09/10/12	Monday	:20:02 PM	:30	\$350.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 62		P-3	3 MWASH	
											4	
												\$1,400.00
Line: 8												
09/07/12	Friday		:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 62		P-3	1 MWASH	
09/10/12	Monday	:58:21 PM	:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 62		P-3	3 MWASH	
09/10/12	Monday	:43:22 PM	:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 62		P-3	4 MWASH	
09/10/12	Monday	:34:31 PM	:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 62		P-3	2 MWASH	
											4	
												\$1,600.00
Line: 9												
09/07/12	Friday	:27:26 PM	:30	\$500.00	2012MR	6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 62		P-3	1 MWASH	
09/07/12	Friday	:13:23 PM	:30	\$500.00	2012MR	6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 62		P-3	4 MWASH	
09/07/12	Friday	:05:19 PM	:30	\$500.00	2012MR	6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 62		P-3	2 MWASH	
09/10/12	Monday		:30	\$500.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 62		P-3	3 MWASH	
											4	
												\$2,000.00
Line: 10												
09/07/12	Friday	:58:06 PM	:30	\$400.00	2012MR	M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 62		P-3	3 MWASH	
09/07/12	Friday	:34:45 PM	:30	\$400.00	2012MR	M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 62		P-3	2 MWASH	
09/07/12	Friday	:42:22 PM	:30	\$400.00	2012MR	M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 62		P-3	1 MWASH	
09/10/12	Monday		:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 62		P-3	4 MWASH	
											4	
												\$1,600.00
Line: 11												
09/07/12	Friday	:05:59 PM	:30	\$800.00	2012MR	11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 62		P-3	1 MWASH	
09/07/12	Friday	:33:30 PM	:30	\$800.00	2012MR	11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 62		P-3	4 MWASH	
09/10/12	Monday	:04:38 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 62		P-3	2 MWASH	
09/10/12	Monday	:33:45 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 62		P-3	3 MWASH	
											4	
												\$3,200.00
Line: 12												
09/07/12	Friday	:43:00 PM	:30	\$1,200.00	2012MR	Fri Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 62		P-3	1 MWASH	
											1	
												\$1,200.00
Line: 13												
09/08/12	Saturday	:07:03 AM	:30	\$125.00		6a-8a Local 12 News Sat	(6:00:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 62		P-3	1 MWASH	
											1	
												\$125.00
Line: 14												
09/08/12	Saturday	:31:32 AM	:30	\$125.00		6a-8a Local 12 News Sat	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 62		P-3	1 MWASH	
											1	
												\$125.00
Line: 15												
09/08/12	Saturday	:23:54 AM	:30	\$150.00		CBS This Morning Sat	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 62		P-3	1 MWASH	
											1	
												\$150.00

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 54454												
Line: 16												
09/08/12	Saturday	3:35:44 AM	:30	\$150.00		CBS This Morning Satu	(9:00:00 AM-10:00:00	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
											1	
Line: 17												
09/08/12	Saturday	1:29:06 PM	:30	\$500.00		US Open	(12:00:00 PM-6:00:00	ROMNEY 4 PRESIDENT 62		P-2	1	MWASH-
											1	
Line: 18												
09/08/12	Saturday	3:58:40 PM	:30	\$800.00		US Open	(8:00:00 PM-10:00:00	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
											1	
Line: 19												
09/08/12	Saturday	3:58:26 PM	:30	\$650.00		Sat Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
											1	
Line: 20												
09/08/12	Saturday	1:13:05 PM	:30	\$800.00		11p M-Su Local 12 New	(11:00:00 PM-11:30:00	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
09/08/12	Saturday	1:20:40 PM	:30	\$800.00		11p M-Su Local 12 New	(11:00:00 PM-11:30:00	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-
											2	
Line: 21												
09/09/12	Sunday	3:58:01 AM	:30	\$225.00		CBS Sun Morning	(9:00:00 AM-9:30:00 A	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
											1	
Line: 22												
09/09/12	Sunday	3:35:15 AM	:30	\$225.00		CBS Sun Morning	(9:30:00 AM-10:00:00	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
											1	
Line: 23												
09/09/12	Sunday	1:12:04 AM	:30	\$225.00		CBS Sun Morning	(10:00:00 AM-10:30:00	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
											1	
Line: 24												
09/09/12	Sunday	3:58:46 AM	:30	\$225.00		Face the Nation	10:30 AM-11:00 AM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
											1	
Line: 25												
09/09/12	Sunday	1:35:20 PM	:30	\$800.00		NFL Regular Season	(4:00:00 PM-7:00:00 P	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
											1	
Line: 26												
09/09/12	Sunday		:30	\$450.00		630p Local 12 News Su	6:30 PM-7:00 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
											1	
Line: 27												
09/09/12	Sunday	7:40:08 PM	:30	\$1,400.00		Sun Reg 1	7:00 PM-8:00 PM	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-
09/09/12	Sunday	7:19:17 PM	:30	\$1,400.00		Sun Reg 1	7:00 PM-8:00 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
											2	

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Spot Manager: All, 09/04/12-09/10/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Romney/R/President

Agency: American Rambler Pro

Station: WKRC-TV

Order: 54454

Line: 28

09/09/12	Sunday	18:57 PM	:30	\$2,200.00		Sun Reg 3	(9:00:00 PM-10:00:00	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
				\$2,200.00								1

Line: 29

09/09/12	Sunday	12:19 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-
09/09/12	Sunday	12:53 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
				\$1,600.00								2

Line: 30

09/08/12	Saturday	29:01 PM	:30	\$250.00		6pm Local 12 News Sat	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
				\$250.00								1

Line: 31

09/10/12	Monday	59:00 PM	:30	\$5,000.00		Bengals vs Baltimore	(7:00:00 PM-10:00:00	ROMNEY 4 PRESIDENT 62		P-4	2	MWASH-
09/10/12	Monday	47:30 PM	:30	\$5,000.00		Bengals vs Baltimore	(7:00:00 PM-10:00:00	ROMNEY 4 PRESIDENT 62		P-4	1	MWASH-
				\$10,000.00								2
				\$39,100.00								68
				\$39,100.00								68
				\$39,100.00								68
				\$39,100.00								68
				\$39,100.00								68
				\$39,100.00								68

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